

Skill.Passion

Job Title: Digital Designer

Reporting to: Creative Director

More and more brands are pushing out more and more content, through more and more channels. And most of it is meaningless.

The world doesn't need more, it needs better.

- Better strategic planning.
- Better insight.
- Better creative that emotionally grabs the audience.
- Better results.

To deliver '**Better. Not more**' we need folk on our team who are striving to break above 'ok'. People who are innovative thinkers and doers; people who can inspire and provoke... as well as expertly make; like-minded souls who are passionately creative, curious-minded and collaborative. You must be determined and hard-working with a conviction to deliver outstanding quality that fits a strategy, rather than the everyday.

What will you be making and designing?

As a Digitally led Designer your main responsibility is the thinking of, creation, and delivery of a range of efficient, creative, accessible, cross-platform digital work. This includes taking briefs and solving problems.

This is primarily for brochure and campaign websites, interactive ad formats, digital campaign thinking and asset production and social activity etc.

Working across this range of cross-platform design work there will be some projects which you'll lead from a creative point of view in partnership with Account Handlers; bringing knowledgeable thinking to the table about how best to solve the client problem digitally- and seeing that through from UX phase, to final design development. On others you'll work hand-in-hand with the broader team from Conceptual Creatives to Planners.

In any context you'd be leading the thinking on what's practical, accessibility and best-practice.

Responsibilities include:

- Producing world-class work
- Helping drive the agency's creative thinking and user-centred design approach
- Owning accessibility and best-practice from a digital design perspective
- Owning a piece of creative through the project lifecycle – being creative and offering solutions from brief and pitch, to completion
- Staying on track with emerging thinking, attending events and engaging with the wider creative community
- Working collaboratively with Conceptual Creatives, Developers, Copywriters, and other UX experts as well as Project Managers
- Articulating and presenting rationale, ideas and creative to teams and clients
- And, like everyone, helping us make the agency a more enjoyable, better place to work

Skills:

- An exceptional online portfolio showcasing effective, exciting, digital design concepts and highly considered visual executions
- A very minimum of 2 years agency experience (if have other experience), but with a wealth of knowledge
- Ability to understand audiences and translate their needs into effective UX, design and UI
- Expertise in Adobe Creative Suite (this could include Photoshop, After Effects and Illustrator), Sketch, Invision and alternatives
- Understanding of the design development process for all applications
- Excellent understanding of designing for WordPress and Drupal
- Excellent understanding and application of WCAG
- Ability to create HTML & CSS front-end for website for variety of screens and devices
- Knowledge of HTML5 & CSS (SASS, Bootstrap)
- Knowledge of JavaScript and jQuery
- Knowledge of source control (Git)
- Ability to test
- Understanding of Digital platforms and their needs
- Ability to work with strategic, creative and technical teams
- Ability to manage own time effectively – ability to prioritise tasks and resource
- Ability to estimate and provide accurate time estimates
- Love of the big picture, and the detail

Nice to have skills and requirements:

- Ability to design for offline, and broader design and creative tasks

Attitude:

Passionate about digital and the positive contribution we can make to user's lives.

Love of creative problem solving, and delivering it to a world-class level. A hunger to surprise and challenge assumptions. A determination to deliver work you can be proud of. And a desire to work as part of a team to get there one way or another... and make it enjoyable.

We imagine this is a mid-senior position. But, would be open to burning talents of all experience. Please share a strong digital portfolio demonstrating creative thinking and a user-centred approach.

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